



Docket No.: 80552(302741)
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:
Junko Suginaka

Application No.: 10/584,223

Confirmation No.: 1304

Filed: May 17, 2007

Art Unit: 3696

For: PERSONAL INFORMATION STORAGE
DEVICE AND MOBILE TERMINAL

Examiner: M. D. Cranford

RESPONSE TO NON-FINAL OFFICE ACTION

MS Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir/Madam:

REQUEST FOR RECONSIDERATION

In response to the Office Action dated June 23, 2009, Applicant respectfully requests reconsideration of the 35 U.S.C. §102(b) rejection of claims 1-8 as anticipated by U.S. Patent Publication US 2004/0190750 to Rodriguez (hereinafter "**Rodriguez**"), contained therein.

Rodriguez et al. discloses a printed object steganographically encoded with plural-bit data. When presented to a computer system with an optical sensor, the plural-bit data is decoded and used to trigger various functionality. For example, the system can link to a remote data store containing updated contact information for the person-contact information that is updated during the day as the person's activities make different contact information appropriate at different times.

The Examiner has urged, among other things, that paragraph [0016] discloses a "short-distance communication means for making short-distance